

5 We claim:

1. A pet treat dispensing system comprising

an edible pet treat comprising a rawhide roll;

10 a non-edible, interactive pet toy of plush fabric, said toy comprising a posable plush toy figure configured and dimensioned as an animal having a body, a head disposed at a top end of said body, a pair of legs extending outwardly from a bottom end of said body, a pair of arms extending outwardly from said body below said head, and a chest area in said body, stuffing means disposed in and filling said toy figure;

a sound means disposed within said toy figure, said sound means sounding a noise when said toy is manipulated;

15 retaining means mounted to said toy for removably attaching said pet treat to place said treat in an exposed position for easy access by a pet, wherein said treat is kept at a distance from stainable surfaces when said toy is in the upright position, said retaining means comprising elastic treat positioning loops secured to an inside surface of said arms of said toy and forming a passage through which said treat is passed, said retaining means
20 being adjustable to accommodate, extend about and retain any size pet treat,

said elastic treat positioning loops secured to said arms of said toy and engaging said pet treat to hold said treat in an upright position when said pet treat dispensing system is in a use position wherein said treat has a reclining orientation in said upright position, said pet treat disposed at an angle across said body of said toy figure, one end of said pet
25 treat leaning against one leg of said toy figure to stabilize the toy figure in the use position and to assist in supporting the toy in an upright position.

5 2. A pet treat dispensing system comprising

an edible pet treat comprising a rawhide roll;

10 a non-edible, interactive pet toy of plush fabric, said toy comprising a posable plush toy figure con said retaining means comprising elastic treat positioning loops secured to an inside surface of said arms of said toy and forming a passage through which said treat is passed, said retaining means being adjustable to accommodate, extend about and retain any size pet treat, figured and dimensioned as an animal having a body, a head disposed at a top end of said body, a pair of legs extending outwardly from a bottom end of said body, a pair of arms extending outwardly from said body below said head, and a chest area in said body, stuffing means disposed in and filling said toy figure;

15 said arms movable between a first position extending downwardly with respect to said head, and a second position extending upwardly from said body;

a sound means disposed within said toy figure, said sound means sounding a noise when said toy is manipulated;

20 retaining means mounted to said toy for removably attaching said pet treat to place said treat in an exposed position for easy access by a pet, wherein said treat is kept at a distance from stainable surfaces when said toy is in the upright position,

25 said retaining means comprising a releasable fastener comprising at least one strip of hook and loop type fabric, a hook component of said hook and loop type fabric secured to first surfaces of said arms of said toy and a disengagable loop component of said hook and loop type fabric secured to second surfaces of said arms of said toy, said strip of hook and loop type fabric having a length sufficient to secure a pet treat, whereby when said hook component and said loop component are pressed together they form a hook and loop type fastener to secure said pet treat to said toy.

5 3. A pet treat dispensing system comprising

an edible pet treat comprising a rawhide roll;

10 a non-edible, interactive pet toy of plush fabric, said toy comprising a posable plush toy figure con said retaining means comprising elastic treat positioning loops secured to an inside surface of said arms of said toy and forming a passage through which said treat is passed, said retaining means being adjustable to accommodate, extend about and retain any size pet treat, figured and dimensioned as an animal having a body, a head disposed at a top end of said body, a pair of legs extending outwardly from a bottom end of said body, a pair of arms extending outwardly from said body below said head, and a chest area in said body, stuffing means disposed in and filling said toy figure;

15 said arms movable between a first position extending downwardly with respect to said head, and a second position extending upwardly from said body;

a sound means disposed within said toy figure, said sound means sounding a noise when said toy is manipulated;

20 retaining means mounted to said toy for removably attaching said pet treat to place said treat in an exposed position for easy access by a pet, wherein said treat is kept at a distance from stainable surfaces when said toy is in the upright position,

25 said retaining means comprising a releasable fastener comprising at least one strip of hook and loop type fabric, said fastener secured to a surface of said toy, said fastener comprising a first hook component and an adjacent disengagable loop component for wrapping around a pet treat and removably holding a pet treat, said strip of hook and loop type fabric having a length sufficient to secure a pet treat, whereby when said hook component and said loop component are pressed together they form a hook and loop type fastener to secure said pet treat to said toy.

- 5 4. A pet treat dispensing system comprising
 a non-edible, interactive pet toy of generally flexible material, and
 retaining means mounted to said toy for removably attaching an edible pet treat to
place the edible treat in an exposed position for easy access by a pet, wherein the pet treat
is kept at a distance from stainable surfaces when said toy is in the upright position.
- 10 5. The pet treat dispensing system of claim 4 wherein said toy further comprises a sound
means secured to said toy, said sound means sounding a noise when said toy is
manipulated.
6. The pet treat dispensing system of claim 4 wherein said toy comprises a plush toy in
the configuration of an animal, said toy comprising a body having a head, arms and legs.
- 15 7. The pet treat dispensing system of claim 4 wherein said generally flexible material is
plush fabric, rubber, or plastic material.
8. The pet treat dispensing system of claim 4 wherein said retaining means comprises at
least one elastic treat positioning loop secured to an exterior surface of said toy and
forming a passage through which the treat is passed.
- 20 9. The pet treat dispensing system of claim 4 wherein said retaining means comprises a
releasable fastener having a first component secured to a first surface of said toy and a
disengagable second component secured to a second surface of said toy.
10. The pet treat dispensing system of claim 4 wherein said toy comprises a stuffed
animal comprising a body, a head, arms and legs, said retaining means comprises at least

5 one strip of hook and loop type fabric, one of said arms having a hook component thereon and the other of said arms having a loop component thereon, whereby when said hook component and said loop component are pressed together they form a hook and loop type fastener to secure said pet treat to said body.

10 11. The pet treat dispensing system of claim 4 wherein said retaining means comprises a releasable fastener for attaching a pet treat to said toy, said fastener secured to a surface of said toy, said fastener comprising a first component and an adjacent disengagable second component for wrapping around a pet treat and removably holding a pet treat.

15 12. The pet treat dispensing system of claim 4 wherein said retaining means comprises mating attachment straps fastened to at least one surface of said toy, and means for attaching said mating attachment straps together to removably hold a pet treat.

13. The pet treat dispensing system of claim 4 wherein said retaining means are adjustable to accommodate and retain any size pet treat.

20 14. A method for dispensing a pet treat comprising
providing a non-edible pet toy having retaining means for removably attaching an edible pet treat mounted thereto,
removably securing a pet treat to said toy by placing the treat in said retainer means mounted to said toy,
wherein the pet treat is kept at a distance from stainable surfaces when said toy is
25 in the upright position.